

ABSTRACT OF THE DISCLOSURE

When a customer has depressed a print button associated with a display section displaying display information serving as advertisement information
5 desired by the customer, a controller determines whether the advertisement information displayed on the display section had been changed immediately before the print button was depressed. If the advertisement information had not been changed, a commodity
10 corresponding to the advertisement information is discriminated. The controller confirms whether the advertisement information can be printed out, by referring to a commodity information database with respect to the commodity for which the discriminated
15 advertisement information is to be printed. If there is no problem with the provision or advertisement of the commodity information, the controller acquires print data by referring to an advertisement information database, and instructs a printer to print out the
20 print data via an input/output control section.